

Bankrate Launches Bankrate Data Center, Providing Unprecedented Access to Decades of Financial Insights and Consumer Trend Research

New York - May 2, 2025 – [Bankrate](#), a trusted name in financial guidance since 1976, today announced the launch of the [Bankrate Data Center](#). This comprehensive online platform offers a curated collection of interactive and embeddable data sets illustrating decades of proprietary financial trends.

The Bankrate Data Center is a central resource for journalists, researchers and academics featuring detailed charts and data on a wide range of financial topics. Key data includes weekly [national historical savings annual percentage yields \(APYs\)](#) and insights into [Americans' experience with emergency savings](#), dating as far back as 1984.

“The launch of the Bankrate Data Center represents a significant milestone for our company, aligning with our long-standing commitment to indexing interest rates and providing valuable financial information to consumers and news media,” said Carrie Van Brunt-Wiley, Head of Public Relations and Brand. “By making this data publicly accessible, we aim to empower both journalists and consumers to make informed financial decisions.”

The Bankrate Data Center is home to the Bankrate Monitor (BRM) National Index, a weekly survey of interest rate trends on financial products including deposit accounts, loans, mortgage and credit cards.

Additionally, the platform features Bankrate’s rich history of consumer polling data, measuring consumer experience and sentiment on key financial issues such as debt, savings, home affordability and more.

For more information, visit the Bankrate Data Center: <https://www.bankrate.com/data-center/>

About Bankrate: Bankrate has guided savers and spenders through the next steps of their financial journeys since 1976. Whether it's rates or information on mortgages, investing, credit cards, personal loans, insurance, taxes or retirement, the company offers various free resources to help consumers reach their goals. From product comparison tools to award-winning editorial content, Bankrate provides objective information and actionable next steps. Bankrate also aggregates rate information from over 4,800 institutions on more than 300 financial products, with coverage in more than 600 local markets. It's why over 100 million people put their trust in Bankrate every year.

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